

inadequate by the directions, "2 or 3 tablets morning and night," which provided for using a laxative continuously.

DISPOSITION: October 11, 1945. No claimant having appeared, judgment of condemnation was entered and the product, together with the leaflets, was ordered destroyed.

1811. Misbranding of Sa-Vi-Ade. U. S. v. 500 Bottles of Sa-Vi-Ade, and 500 circulars. Default decree of condemnation and destruction. (F. D. C. No. 19081. Sample No. 2977-H.)

LABEL FILED: February 1, 1946, District of Columbia.

PRODUCT: 500 bottles of *Sa-Vi-Ade*, held for sale at the G. C. Murphy Co., Washington, D. C., together with approximately 500 accompanying circulars entitled "Take your place in the Sun with Sa-Vi-Ade."

LABEL, IN PART: "Sa-Vi-Ade contains: Fish liver oil concentrates—Thiamin Hydrochloride—Riboflavin, Niacin, Calcium Pantothenate, Pyridoxine, Ascorbic Acid, Irradiated Yeast, Wheat Germ Oil, Soy Bean, Malt Extract, Brewer's Yeast, Dicalcium Phosphate, Iron Byhydrogen, Potassium Iodide, Copper, Zinc, Cobalt, Manganese and Magnesium Sulphates, Sodium Carbonate, Sulphur, Gum Karaya, Sugar and synthetic flavors with color added, Dextrose."

NATURE OF CHARGE: Misbranding, Section 502 (a), certain statements on the label and in the circulars were false and misleading, since they represented and suggested that the article would be effective for imbuing the user with robust health; that common foods, such as fruits and vegetables, are not satisfactory sources of the vitamins and minerals essential in human nutrition; that leading authorities agree that 99 percent of the American people are deficient in minerals; that it is very difficult, if not impossible, to obtain adequate amounts of vitamins and minerals from common foods; and that it is important, if not absolutely necessary, to supplement the diet with a product such as *Sa-Vi-Ade* in order to prevent illness, disease, and impaired health. The article would not be effective for imbuing the user with robust health; common foods are satisfactory sources of vitamins and minerals essential in human nutrition; leading authorities do not agree that 99 percent of the American people are deficient in minerals; it is not impossible nor difficult to obtain adequate amounts of vitamins and minerals from a diet of common foods; and it is not ordinarily necessary or important to supplement the diet with a product such as *Sa-Vi-Ade* to prevent illness, disease, or impaired health.

Further misbranding, Section 502 (f) (1), the labeling of the article failed to bear adequate directions for use in the treatment of arthritis, neuritis, rheumatism, rheumatic fever, sickness, and tiredness; for preventing colds; for improving eyesight; for effecting normal elimination; and for overcoming 85 percent of human aches and pains, which are the diseases, symptoms, and conditions for which the article was offered in its advertising disseminated and sponsored by and on behalf of its manufacturer or packer.

The article was also alleged to be misbranded under the provisions of the law applicable to foods, as reported in notices of judgment on foods.

DISPOSITION: March 22, 1946. No claimant having appeared, judgment of condemnation was entered and the product was ordered destroyed.

1812. Misbranding of Williams Foot Balm. U. S. v. 492 Jars of Williams Foot Balm. Default decree of condemnation and destruction. (F. D. C. No. 19738. Sample No. 18344-H.)

LABEL FILED: May 2, 1946, Southern District of Ohio.

ALLEGED SHIPMENT: On or about March 22, 1946, by the Newman Products Co., from Brooklyn, N. Y.

PRODUCT: 456 4-ounce jars and 36 12-ounce jars of *Williams Foot Balm* at Cincinnati, Ohio. Examination showed that the product consisted essentially of stearic acid, volatile oils, including methyl salicylate, and $\frac{1}{4}$ percent of borax.

The following statements were made by a representative of the shipper in a lecture given in promoting the sale of the product at Cincinnati, Ohio: "When pores are clogged with dead skin, the poison and acid cannot come out, but goes in and causes neuritis, or goes into the bones and causes arthritis. Don't be afraid to apply this Foot Balm any place—on the face, hands, etc."